

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Dwight Allen Merriman et al. Art Unit : 3714
Serial No. : 09/577,798 Examiner : Ronald Laneau
Filed : May 24, 2000 Confirmation No.: 4541
Title : METHOD OF DELIVERY OF TARGETING, AND MEASURING
ADVERTISING OVER NETWORKS

MAIL STOP RCE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RCE IN REPLY TO ACTION OF JUNE 19, 2012

Please amend the application as indicated on the following pages.